



# COUNTY OF LOS ANGELES Public Health

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October 11, 2007

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

SUBJECT: **SYPHILIS AND OTHER STD CONTROL EFFORTS**

On June 13, 2006, the Board approved a motion by Supervisors Yaroslavsky and Molina to develop and implement a comprehensive strategy directed at prevention and intervention of syphilis and other sexually transmitted diseases (STDs).

In late June 2006, I provided you with a draft report for consideration in the budget deliberations. During July and August 2006, we refined the plan in consultation with the Board offices. On September 20, 2006, I provided the Board offices with the final report with a comprehensive strategy, media campaign, budget and timeline. On September 26, 2006, as part of the supplemental budget, the Board approved funding of \$700,000 provided by Supervisor Yaroslavsky's funds for this fiscal year. Combined with the \$500,000 in one-time savings identified by the Department, we had enough funding to begin implementation of the project. Status reports were provided to the board on November 20, 2006, February 5, 2007, February 27, 2007, April 16, 2007, May 23, 2007 and July 3, 2007.

This is to provide you with a status report with particular attention to activities since the most recent report.

## **SOCIAL MARKETING PLAN**

On March 13, 2007, the Board approved an agreement with Fraser Communications to implement the social marketing component of this plan.

### **Background and Accomplishments To Date**

#### **1. Community Advisory Groups (CAGs):**

##### **Men Who Have Sex with Men (MSM) CAG:**

An email was sent to members of the MSM CAG on June 22, 2007 to invite them to the official launch of both the MSM "Check Yourself" and the Women of Color "I Know" social marketing campaigns on June 26 at the Hall of Administration. The most recent MSM CAG meeting was held on Wednesday, October 3, to update CAG members on the "Check Yourself" campaign and to provide members with campaign palm cards, posters, and remaining bus shelter ads for use with their clients and local communities. The meeting was attended by 9 representatives of 6 agencies, who took 3,650 palm cards, 144 posters, and 2 large bus shelter ads for distribution to clients and local communities.

Women of Color CAG:

A CAG meeting was held on June 21, 2007 with members to share the selected advertising concept and media buys, and to provide assistance in developing the final list of clinics and other community resources to provide STD screening and treatment. The CAG requested campaign materials for their agencies. An email was also sent to members of the Women of Color CAG on June 22 to invite them to the official launch of both the Women of Color "I Know" and the MSM "Check Yourself" social marketing campaigns on June 26 at the Hall of Administration. The most recent Women of Color CAG meeting was held on Friday, September 28, at the California Endowment. It was attended by 18 representatives of 7 agencies. Attendees were updated on the Woman of Color campaign, and were offered campaign posters, postcards, mirror clings, and leftover interior bus cards to provide to their agency clients and local communities. About 40 bus cards, 128 posters, and 2,750 postcards, and 90 mirror clings were taken for this purpose.

2. Campaign Development, Implementation and Campaign-Linked Outreach:

All FY 06-07 media elements of both campaigns have been initiated. Outdoor campaign elements were posted on July 2. These consisted of 160 bus "king" ad placards, 800 interior bus cards, 125 billboards, and 60 bus shelters. A total of 15 print ads were initiated in late June and early July. In addition, 200 mirror clings and 546 posters were placed in July and August, the "I know" text messaging program was initiated July 15, and "I Know" beauty salon postcard placements (94,000 postcards) began August 1.

Internet ads for "Check Yourself" launched July 2. Two 15-second video ads for the "I Know" campaign were shown on a large screen "Jumbotron" at the Los Angeles County Fair; the ads were shown once each per hour during all operating hours for the duration of the fair. Websites for both the "I Know" and "Check Yourself" campaigns were launched June 26, and now also contain clinic referral locators by zip code. Both websites are available in English and Spanish.

In early August, an additional 240,000 postcards, 4,000 posters, and 1,000 mirror clings were delivered to the STD Program for distribution to venues, schools, and community agencies, and for dedicated campaign-linked outreach. An additional 50,000 "Check Yourself" outreach palm cards are now being distributed by the STD Program, MSM CAG members and outreach workers.

Materials for the "I Know" campaign are also being augmented by a partnership with The California Family Health Council (CFHC). CFHC has ordered 50,000 condom holders using "I Know" designs provided by the campaign's media vendor, Fraser Communications, with condoms supplied by the STD Program.

In addition, five part-time outreach workers have been recruited and trained through the Fraser media contract to conduct campaign-linked outreach targeting MSM.

The STD Program collaborated with Emmis Radio Corporation, owner of the Power 106 radio station, to provide outreach activities linked to the Women of Color ("I Know") campaign from July through early October 2007. This is an element of the campaign that is funded separately, through the Los Angeles County Infertility Prevention Project, at a total cost of \$109,000. This collaboration will include 60 outreach sessions in July-October, a microsite [www.power106.fm/iknow](http://www.power106.fm/iknow)), email blasts, text messaging, and on-air radio announcements. Outreach activities and the website launched July 13, 2007 and all other program elements have been initiated.

A presentation of the "I Know" campaign was made to the LAUSD HIV Prevention Unit by the STD Program on July 12. Staff requested "I Know" campaign materials to be posted and distributed in LAUSD high schools. A total of 554 posters and 19,100 postcards were provided to LAUSD on August 8-9 for distribution to LAUSD schools and students.

The STD Program has provided an additional 9,100 postcards and 115 posters for the "I Know" campaign to beauty and nail salons that participate in the STD Program's ongoing "Prevention Connection" program. "I Know" materials have also been distributed by the STD Program and CFHC to college, high school, and family planning clinics that conduct STD testing.

A presentation on the "I Know" and "Check Yourself" campaigns, including information on the media plan and the campaign development process, was delivered by the STD Program to the HIV Commission on July 12.

Scheduled media buys for key outdoor components of both campaigns (buses, bus shelters, and billboards), ended on August 26, 2007. Some ads will, however, remain in place pending replacements by the outdoor vendor. Virtually all elements other than outreach ceased at the end of September. Continuation of the two campaigns is contingent on 07-08 funding. The lack of sufficient 07-08 funds will limit the impact of the campaign, and greatly reduce the effectiveness of remaining outreach efforts using campaign materials.

3. Campaign evaluation:

Baseline surveys (i.e., pre-campaign), developed by the STD Program and Fraser Communications, were conducted for each of the two campaigns and completed on June 7. A total of 301 Women of Color and 203 Men who have Sex with Men participated in the two surveys. Fraser Communications analyzed these baseline results and provided a report to STD Program staff on August 27, 2007. A second round of surveys is included in the second year of the scope of work developed for Fraser Communications, to assess the impact of both social marketing campaigns on STD testing behavior, and on STD knowledge and attitudes. However, implementation and analysis of these surveys is contingent on FY 07-08 funding.

## CASE FINDING AND TREATMENT

Ten of the 12 positions allocated in the STD Program for this project are currently filled:

- **1 Public Health Investigator Manager** (position filled)
- **5 Public Health Investigators** (5 positions filled).
- **3 Community Services Counselors/Community Workers** (2 of 3 positions filled)
- **1 Research Analyst III, Internet Interventions** (position filled)
- **2 Student Professional Worker** (1 of 2 positions filled)

Community PHIs:

As previously reported, two agencies [Los Angeles Gay and Lesbian Center and AIDS Healthcare Foundation (AHF)] with a minimum of 100 early syphilis cases per year were selected to provide community public health investigator (PHI) services. A Board letter for approval of agreements is scheduled for consideration at the Board's October 16, 2007 meeting.

FY 07-08 Funding

The final report on September 20, 2006, contained budgets for each year of a two-year program, totaling \$1.6 million per year. In that memo, we indicated that Public Health would attempt to identify one-time savings in other programs in each year to fund \$.5 million but new resources of \$1.1 million per year would be needed for full implementation. In FY 06-07, \$700,000 of Third District funds were allocated to this project during Supplemental Budget actions in late September. Following approval of the Supplemental Budget, we began hiring and initiated the RFP for the social marketing campaign. Because not all positions were filled immediately, we were able to cover the entire cost of the social marketing campaign and the staff, utilizing the \$700,000 allocation and one-time salary savings in DPH.

The 2007-08 adopted budget appropriated \$700,000 in Third District funding for this project. An additional \$400,000 was approved in the Supplemental Budget. Available funds are enough to cover the staffing costs for the project, fund the community PHI contracts, and partially fund the social marketing campaign. We are attempting to identify other sources of funding for additional elements of the social marketing campaign.

I will provide you with another report in 30 days. In the meantime, if you have any questions or need additional information, please let me know.

JEF:js  
PH:606:015-12

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors